Building Saving Communities

Sarah Shirley, Director, Military Saves,
Consumer Federation of America
Association of Financial Planners, Counselors and Educators
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Overview

- Annual Saver Drive Week (Feb-Mar)
- Ongoing Saving/Debt Reduction Campaign
- Campaign responsibility shared by CFA, Military Services, banks, credit unions, national partners
- LEADERSHIP
- PARTNERSHIP
- ACTION

National Partners

FINRA Investor Education Foundation

Wells Fargo Home Mortgage

SaveAndInvest.org

American Logistics Association

American Society of Military Comptrollers

Armed Forces Tax Council

Association of Military Banks of America

Cooperative Extension

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National Partners, *continued*

- Defense Credit Union Council
- Department of the Army
- Department of Defense
- Department of the Navy
- InCharge Education Foundation
- National Association of Federal Credit Unions
- National Military Family Association
- Navy-Marine Corps Relief Society
- United States Air Force
- United States Marine Corps

Partner Organizations

1. Develop specific plans and goals to identify as a saving communities
2. Distribute suggested action plans and talking points to chapters, satellites, branches, etc.
3. Provide funding and other resources
4. Engage trusted messengers
   - Parents
   - Veterans
   - Business Leaders
   - Sports Figures, Other Celebrities
   - Educators
   - Civic Leaders, Elected Officials

Campaign Resources

- Growing infrastructure to support campaigning communities
- www.MilitarySaves.org
  - Customizable Graphics
  - Checklists
  - PSAs
- America Saves Week/America Saves campaigns in 50+ communities
- National Savings Forum
- Technical Assistance/Training

- Open a direct deposit savings account.
- Pay yourself first, even before your bills.
- Build an emergency fund for your family.
- Add to your TSP.

MilitarySaves

BUILD WEALTH NOT DEBT

ADDITIONAL RESOURCES

InCharge Education Foundation | Military Money | SaveAndInvest.org

MilitarySaves

Saving is as easy as, well, pie.
Introducing direct deposit in up to three accounts
with Saving Made Simple from the IRS.
Saving Made Simple
savingmadesimple.org

Poster

ARE YOU
SAVINGS
READY
WWW.MILITARYSAVES.ORG
FREE SAVINGS ARSENAL
BE DEBT FREE
MAKE YOUR OWN PLAN
Military Saves
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SaveAndInvest.org

Military Saves

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